

30 January 2018



Sneak Peek: CUTA New Mobility Symposium

On **June 13th, 2018** CUTA will hold its **New Mobility Symposium** at the Hyatt Regency in downtown Vancouver. This exciting event will bring together mobility leaders and professionals from across North America and the world to take on new mobility, TNCs and the overall transformation of the urban mobility space.

The CUTA New Mobility Symposium is a **one-day event** that was carefully designed to respond to our members' needs. At a **lower price point** and with no concurrent sessions in the program, attendees will **spend less time away** from the office while **being able to attend every presentation offered** in the program! For those members unable to attend in person, **presentations will be filmed and be made available online** shortly after the event. Members will also be able to **attend the Annual General Meeting (AGM) remotely!** The CUTA New Mobility Symposium takes on an innovative format to satisfy the needs of CUTA members without compromising the quality of CUTA's educational content, learning experiences and networking.

Here is a [preview](#) of what you can expect to see at the CUTA New Mobility Symposium:

SMILE! is an innovative smartphone app developed by the City of Vienna that allows users to browse through all the means of transportation available to them based on their location, and book their entire trip, fare included, right through the app!

For more information on this **SMILE!**, [click here](#).

For further information on this event, please contact us at conferences@cutaactu.ca

CUTA's Centre of Excellence (COE) and the Future of Urban Mobility in Canada

1. Integrated Mobility Implementation Toolbox
2. Ridership Trends
3. National Travel Demand Research RFI

A key pillar of CUTA's 2017-2019 Strategic Plan is to establish the organization as a Centre of Excellence (COE) on Transit and Integrated Urban Mobility (IUM) and show thought-leadership in shaping and influencing the future of urban mobility in Canada. CUTA is working to achieve this through building a "one-stop shop" for transit and IUM analysis, benchmarking, best practices and tools.

While we work towards the launch of the COE in 2018, visit CUTA's website for updates on COE projects and resources and read on below for some projects currently underway!

1. Integrated Mobility Implementation Toolbox

The Integrated Mobility Implementation Toolbox project has been completed and can be found online [here](#).

CUTA's team is working hard to keep the IMI Toolbox current with additional case study examples. Stay tuned for a call for case studies from our COE team!

2. Ridership Trends

CUTA's Ridership Trends Project is off to a great start with University of Toronto's Transportation Research Institute (UTTRI) chosen as the project's consultant. This project will conduct an in-depth study on current and future conventional ridership trends through research and consultation with transit systems to provide an understanding of the correlation between causal factors and ridership in Canada and provide explanation(s) of ridership decline at a transit system, Census Service Area (CSA), and national level Ridership Methodology.

The project kick-off meeting will take place at **1PM on January 29th via conference call** where UTTRI will have the opportunity to share their approach and steering committee members will be able to ask questions and suggest additional resources.

3. National Travel Demand Research RFI

CUTA is currently undertaking two research studies on national transit use and measurement. One is on transit ridership contributing factors, and the other on ridership metrics and reporting. To complement the influencers on ridership and urban mobility use, CUTA is interested in considering a study on national travel demand across all Canadian urban geographies and modes.

This work will include all modes of transportation being used across Canada and the resulting data is intended to provide new industry highlights on travel demand in all Canadian urban centers.

To identify a consultant to undertake the travel demand study, a [Request for Information \(RFI\) document](#) has been released by CUTA, **closing on January 29th**.

For more information related to any of the COE projects, please contact [Lauren Rudko](#) at extension 113.

CUTA Workforce Development Committee

The CUTA **Human Resources Committee** has formally changed its name to the [Workforce Development Committee](#) in order to align with CUTA's Strategic Plan 2017-2019 and focus on Transit Vision 2040, particularly *Theme 6: Strengthening Knowledge and Practice* and *Theme 3: Focusing on Customers*. The strategic focus will continue to emphasize developing our workforce to deliver on transit's customer focus promise.

The Workforce Development Committee has voted to create three (3) new Networking Groups to support the mandate to develop CUTA members' employee development.

1. The **Talent Acquisition/Recruiters Networking Group**
2. The **Supervisors Networking Group**
3. The **Operations Sub-Committee**

These groups will join the **Youth and Emerging Leaders Task Force**, the **Customer Orientation Task Force**, the **Labour Relations Networking Group**, and the **Driver Trainers Networking Group** to give CUTA's members more industry dialogue, learning and networking opportunities.

If your focus is on [Workforce and Staff Development](#), please communicate your interest in joining or leading one of these groups to Kevin Brown (staff liaison) at brown@cutaactu.ca.

2016 Fleet and On-board Equipment Fact Book

CUTA's Research and Technical Services department is announcing the release of the 2016 Fleet and On-board Equipment Fact Book. This publication contains operational and financial statistics on Canadian public transit fleets. CUTA members can purchase a copy by completing [this purchase order form online](#) and submitting it for processing to techservices@cutaactu.ca.

For more information, please contact [Anita Bayoulou](#) at extension 103.

Webinar: Understanding Your Customers Through User Experience Mapping – A Case Study on Persons with Disabilities Using Domestic Flights

Customers are the starting point for planning and delivering meaningful transit service. A clear understanding of how customers view and interact with a transit system at each stage of their trip is crucial in operating a successful system. Traditional approaches to gathering customer feedback can be effective, but do they reflect an equitable picture?

[Join us](#) on **Wednesday, March 14th at 1 pm – 2:30 pm EDT** as representatives from Dillon Consulting will present on a UX mapping process completed for Employment and Social Development Canada (ESDC). This webinar is only offered in English.

For more [information](#) or to troubleshoot webinar issues, please contact [Calvin Chia](#) at extension 112.

CUTA Membership Renewal 2018 – FINAL REMINDER

On behalf of the Board of Directors and the entire CUTA team, we would like to thank you for the ongoing trust and support you place in CUTA. Thanks to you, the Association is set on solid ground and together we are reaching new heights in establishing urban mobility as a key pillar of community building. In order to continue pushing the transit and integrated urban mobility agenda forward and deliver high value to members, we invite you to renew your membership with us.

If you have not already paid your 2018 membership fee, please [click here to pay for your membership \(or print your invoice\)](#).

For more information, contact [Winnie Tong](#) at extension 101.

Member Services: Member Networking and Information Sharing

One of the key strengths of our association is the culture of learning and sharing with stakeholders across the Canadian transit industry. We will be seeking your assistance with two goals in extending CUTA's learning and sharing across all our industry stakeholders. Both goals have been flagged as important development areas to the CUTA Executive Committee.

GOAL 1: Sharing industry and association knowledge with a greater number of CUTA member staff.

Currently among our 500-member organizations, we communicate with about 3,000 of 100,000 people working in the Canadian transit and urban mobility industry. Many more of your staff can benefit directly from the industry and association information that we communicate to you. **We strongly encourage you to invite your staff to subscribe to CUTA's emails.**

GOAL 2: Sharing knowledge on member vendors and potential partners among CUTA members.

Currently, CUTA only shares information about businesses and NGOs that are already CUTA members. As the Canadian transit industry continues to attract more exterior interest, a substantial number of international and local organizations are working or bidding on Canadian transit design, build, maintenance, operation, finance and supply.

In the coming weeks, an email will be sent out to all primary contacts to gather relevant information via survey. We ask that you please take the time to submit this information at your earliest convenience. Our commitment to CUTA members is to be the *go-to resource* for urban transit and urban mobility in Canada, expanding your network and access to information. While this is not a membership drive, we wish to let you know that the association is working hard to bring the services, learning and networking experiences we offer to an even greater number of industry stakeholders, ultimately bringing you ever-growing member value.

For more information, please contact [Winnie Tong](#) at extension 101.

CUTA Learning: Integrating Transportation, Transit and Land Use Planning

A valuable tool for building sustainable communities, this course describes the important role of transit in each phase of the land use planning process. Addressed topics will include Official Plan Policies; Strategic density decisions; Principles of transit service planning, and more.. Land use planners, Policy analysts and advisors, Traffic engineers, Developers, Municipal officials, and University and college students are encouraged to register. **Spots are filling up fast, [reserve your spot now!](#)**

For more information, please contact [Sarah Ingram](#) at extension 115 or [Kevin Brown](#) at extension 121.

Welcome to New Member

Don Williamson, Orangeville, ON

Keep your membership up to date, contact membership@cutaactu.ca.